FINDING CONTENT FOR YOUR IG ACCOUNT

There are two ways to **produce content** for your instagram

FIND

CREATE

FIND

Find other peoples content and re-post it

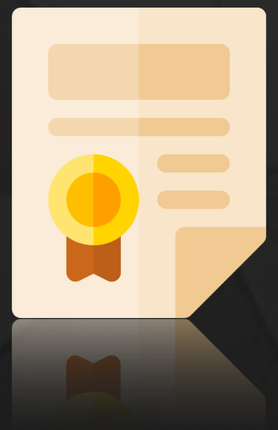
Finding content allows you to see if it will be successful based on the results of the original posting

CREATE

Create your own content to post

If you are creating your own content, you can personalize it further to specifically target your market and promote your business

Finding content means we are using **other peoples** content on our instagram profile



We will be discussing image ownership/licensing in an upcoming lecture

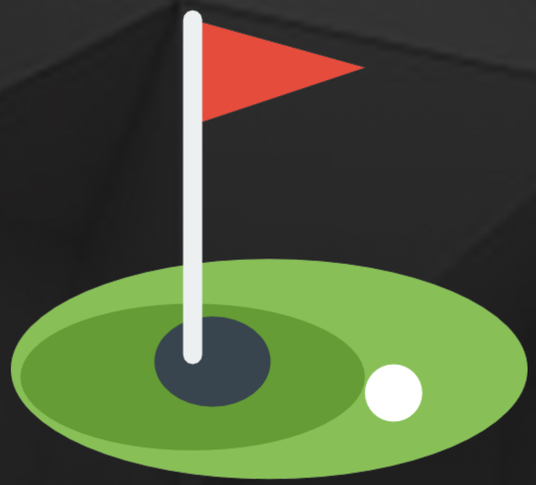
How do you hit a golf ball as far as possible?

There are **three main factors** that determine how far you hit a ball:

the ball

the club

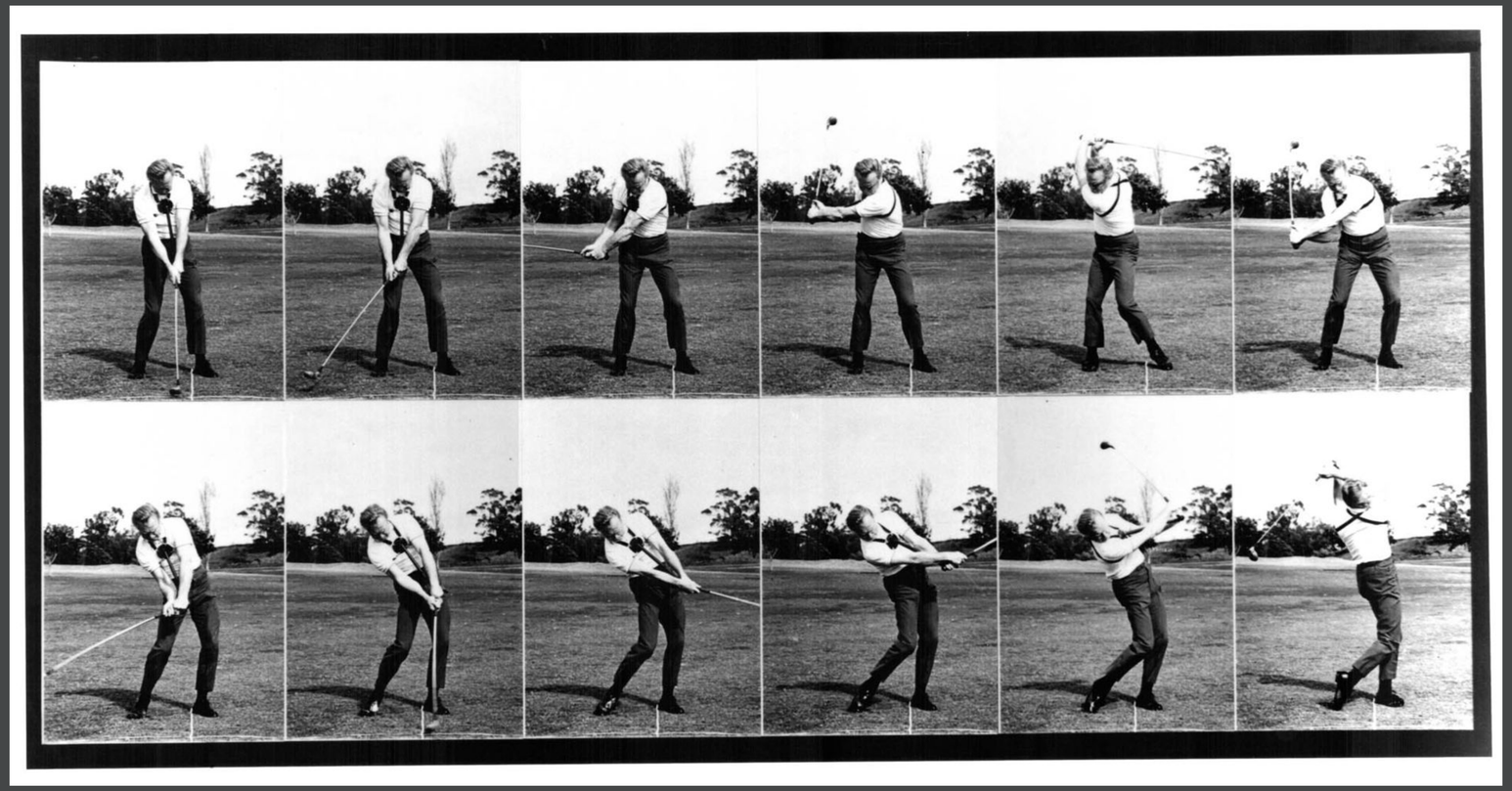
the swing



Average drive by professional golfers:
300 yards

World record drive:
515 yds
(hit by Mike Austin in 1974)

World record “Mike Austin” swing : **515 yds**



Amateur golfer : **0 yds**

Longest Drive Checklist:

Top Flight ball

“Mike Austin” swing

Callaway 1-wood

Shortest Drive Checklist:

Plastic ball

Child-like swing

Toy golf club

For **maximum exposure** on our content, we must model content that has already proven to be successful

Longest Drive Checklist:

Gary Vaynerchuk
@garyvee
Wanna be happy? Have zero expectations of others.
328,264
garyvee
If many of you are honest with yourselves you will recognize this truth and this post may really make a huge impact on your future.
I haven't been this excited to post something in a long time.
Please please read this a few times, this is a huge unlock for many many of you.
Tag 1 person
Like this post like it's your job
#perspective #truth #garyvee

Shortest Drive Checklist:

51

boostedaffiliate1

Do you agree with this?
-
-
-
Credit: @mitchmastermind

What factors determine a **successful** viral piece of content?

It depends on your **niche**

You just find the “Mike Austin Swing” in **your niche** to see what **already works** and you can replicate the results

The **3 best ways** to find the best performing viral content in your niche (“MAS”)

1

Viral Discover

2

Hashtags

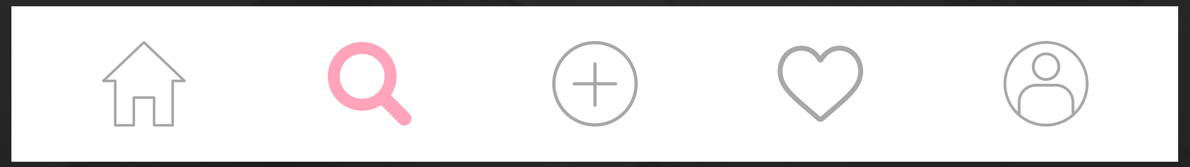
3

Use your Success Cheat Sheet

Results Booklet / Cheat sheet can be found in Module #1

1

The Discover / Explore Tab:



Posts are a selected on things you like and people you follow.
Based on what the people you follow like / based on what is popular in your niche

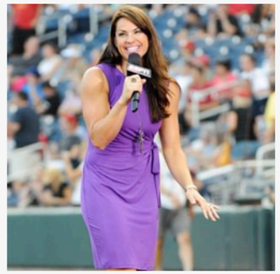
Entrepreneurship

5 Ways Not to Be Used
1. Believe in patterns, not apologies.
2. Don't fall in love with potential.
3. Believe all 'red flags'.
4. KNOW YOUR WORTH.
5. Don't lower your standards.

IN 1995 I HAD $7 IN MY POCKET
AND I KNEW TWO THINGS: I'M BROKE
AS HELL AND ONE DAY I WONT BE.
DWAYNE ROCK JOHNSON
DOUBLE TAP IF YOUR BLESSING IS COMING

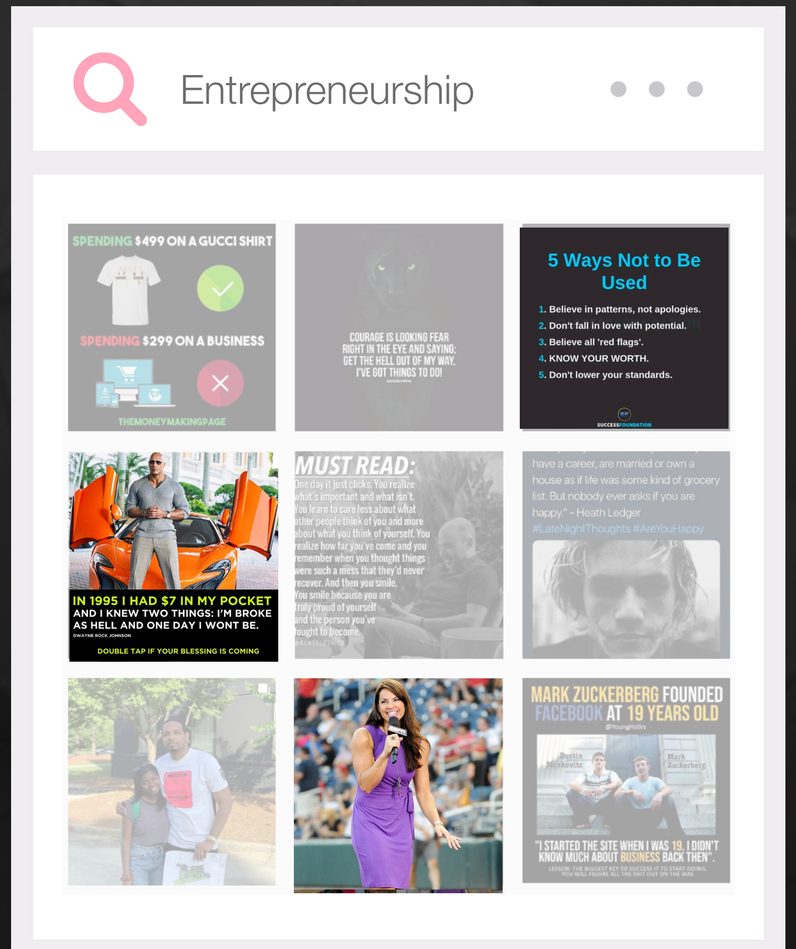
MUST READ:
One day it just clicks. You realize
what's important and what isn't.
You learn to care less about what
other people think of you and more
about what you think of yourself. You
realize how far you've come and you
remember when you thought things
were such a mess that they'd never
recover. And then you smile.
You smile because you are
truly proud of yourself
and the person you've
fought to become.

have a career, are married or own a
house as if life was some kind of grocery
list. But nobody ever asks if you are
happy." - Heath Ledger
#LateNightThoughts #AreYouHappy



MARK ZUCKERBERG FOUNDED
FACEBOOK AT 19 YEARS OLD
@YoungHstlrs
Dustin
Moskovitz
Mark
Zuckerberg
"I STARTED THE SITE WHEN I WAS 19. I DIDN'T
KNOW MUCH ABOUT BUSINESS BACK THEN".
LESSON: THE BIGGEST KEY TO SUCCESS IT TO START DOING.
YOU WILL FIGURE ALL THE SHIT OUT ON THE WAY

This tab opens up a whole new world of possibilities!
Clicking an image will take us to that post


Entrepreneurship
SPENDING $499 ON A GUCCI SHIRT
SPENDING $299 ON A BUSINESS
THEMONEYMAKINGPAGE
COURAGE IS LOOKING FEAR RIGHT IN THE EYE AND SAYING; GET THE HELL OUT OF MY WAY, I'VE GOT THINGS TO DO!
5 Ways Not to Be Used
1. Believe in patterns, not apologies.
2. Don't fall in love with potential.
3. Believe all 'red flags'.
4. KNOW YOUR WORTH.
5. Don't lower your standards.
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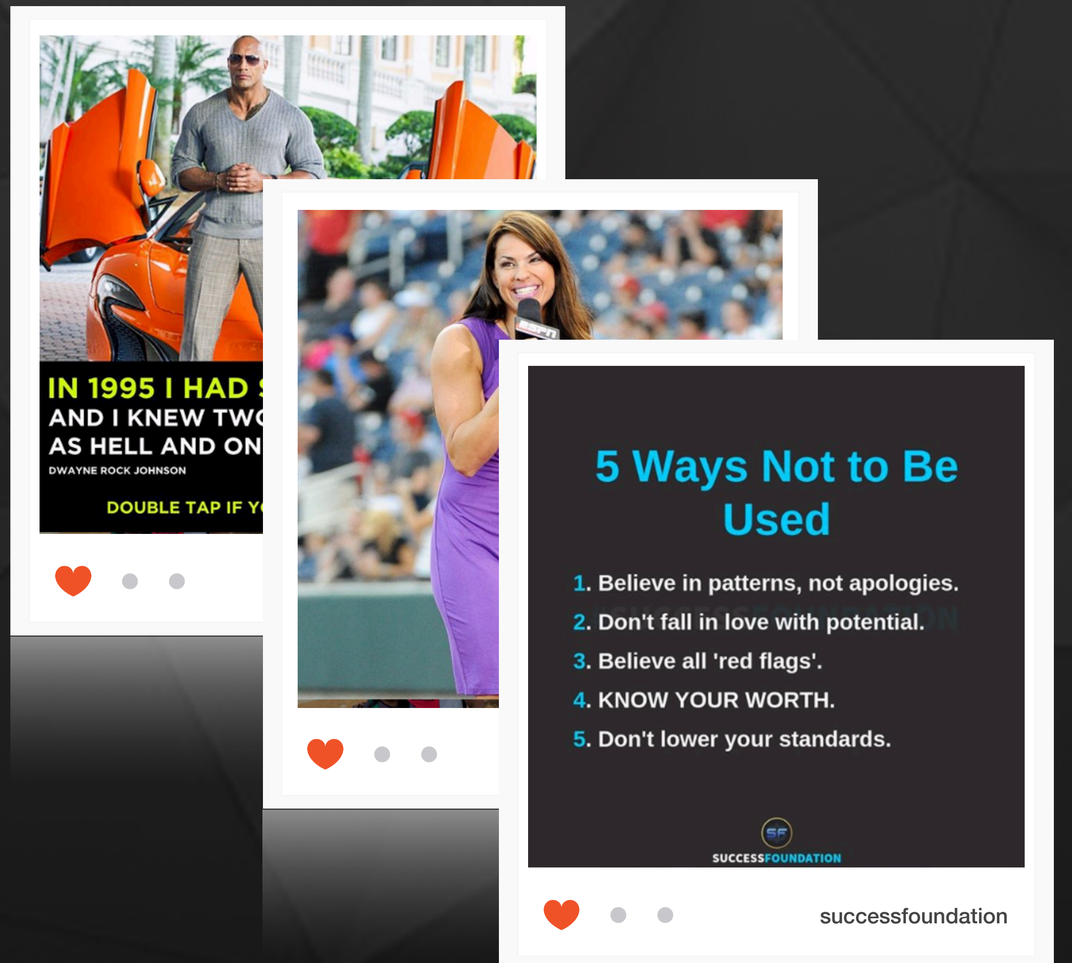
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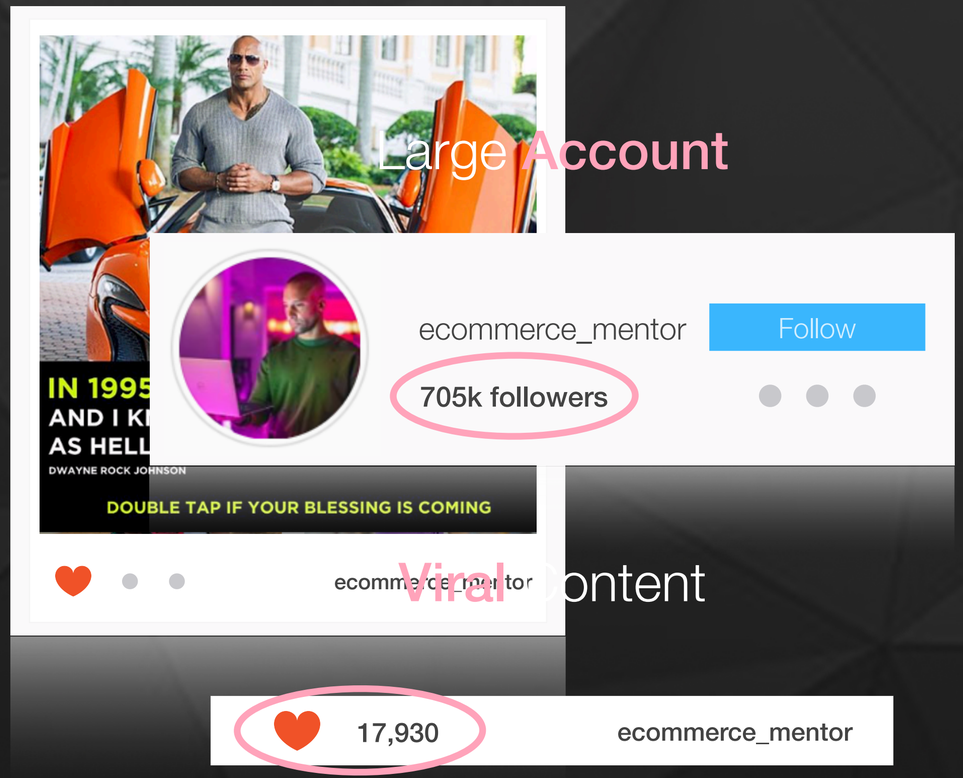
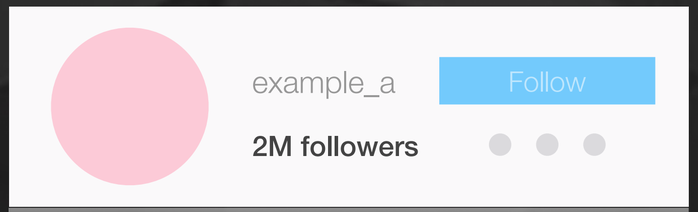
SUCCESSFOUNDATION
successfoundation

* Please, please watch on PLAY mode Trist - it's fancy now

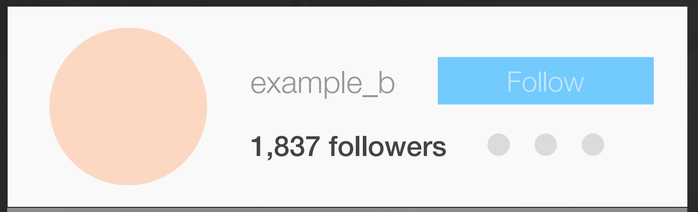
Identify **why** this post did well

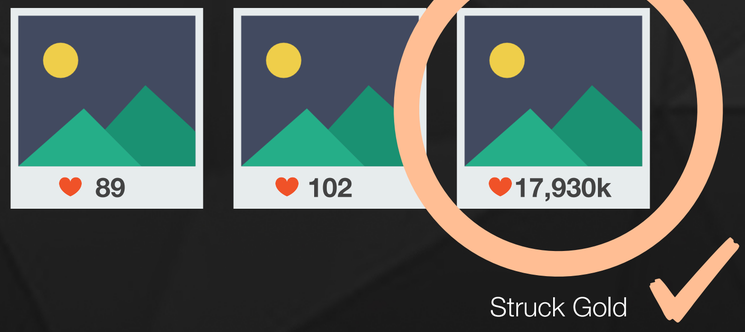


Example A



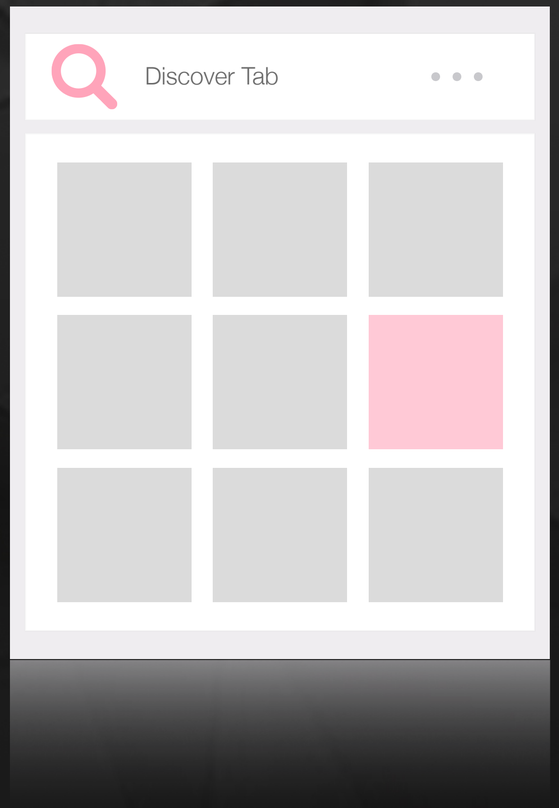
Example B





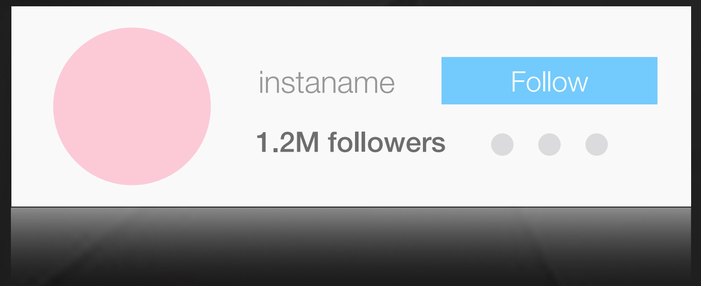
A

Go to Discover Tab and choose your post that perform well



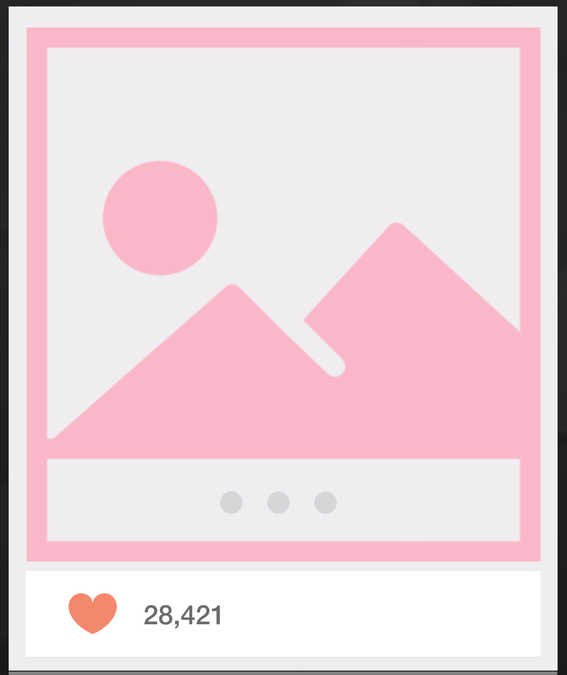
B

Look at user who posted the image



C

Test to see if it's gold, or an okay post from a large account



2

Hashtags:

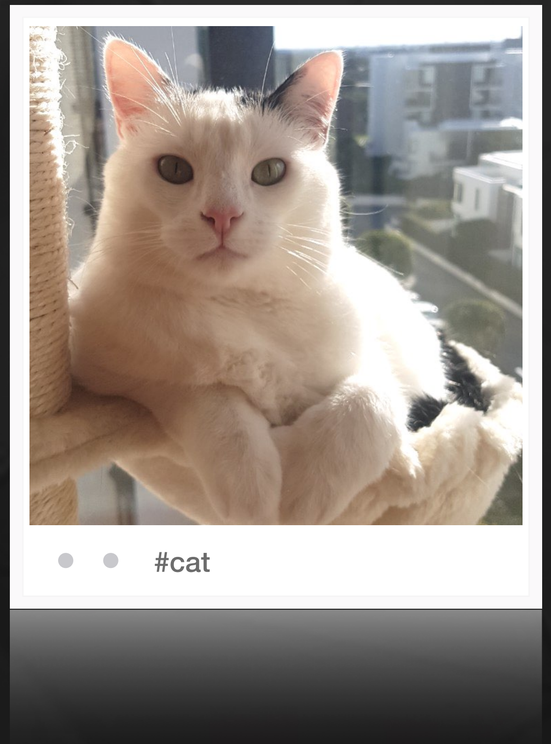
Hashtags are an incredibly powerful way to find **viral content** in your niche

We are going in depth on how to double our engagement on posts using hashtags in the next module.

Right now we are looking at how we are viewing them through the lens of **finding viral content** only.

Hashtags are searchable ways to categorize content on instagram

eg: #cat



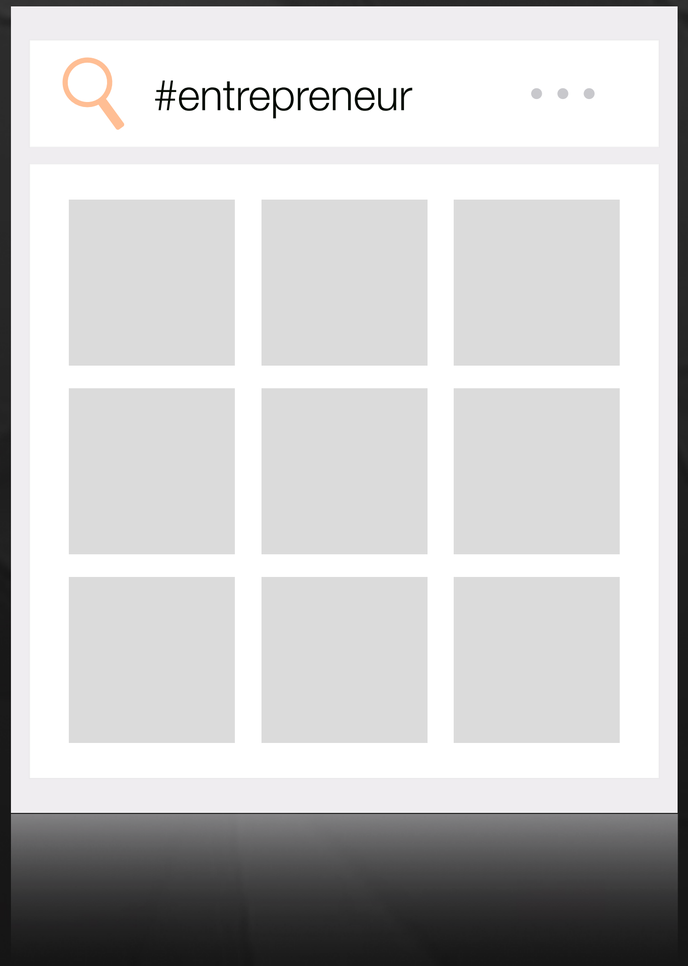
What **categories** and **words** are relevant to the content of your business?

#entrepreneur

#lifestyle

#motivation

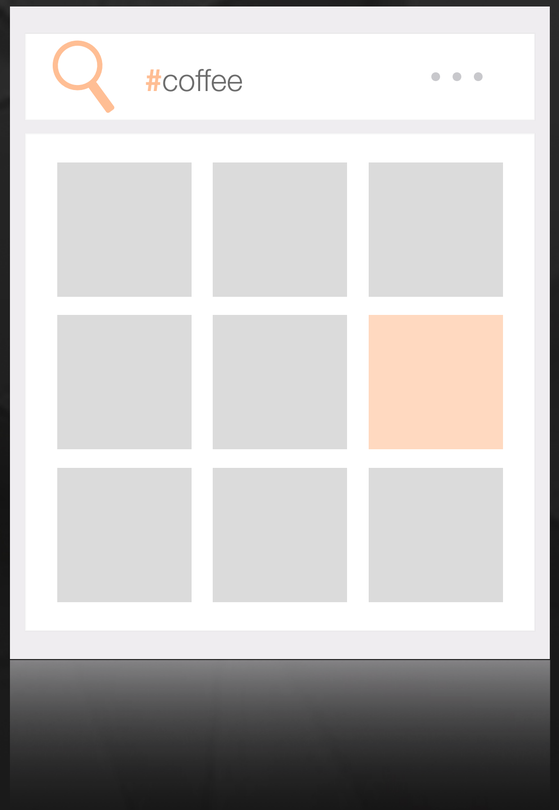
This opens up a world of opportunity for us to explore



Top 9 posts for
#entrepreneur

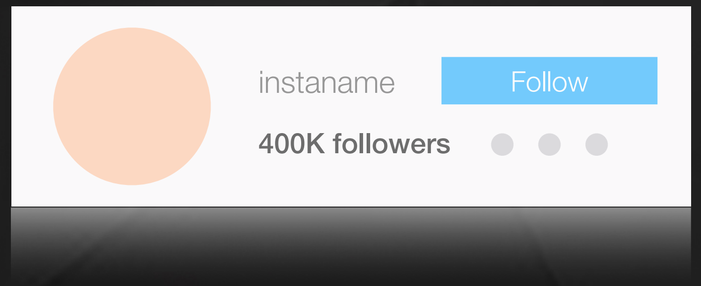
A

Go to Discover Tab search with #hashtags



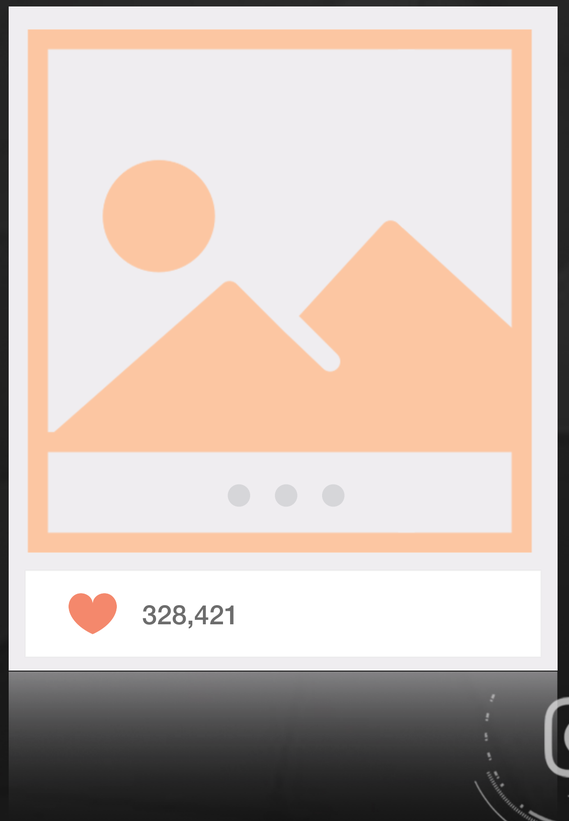
B

Look at user who posted the image



C

Search for Gold



Results Booklet / Cheat sheet can be found in Module #1

Use your **Results Booklet** to find your gold!

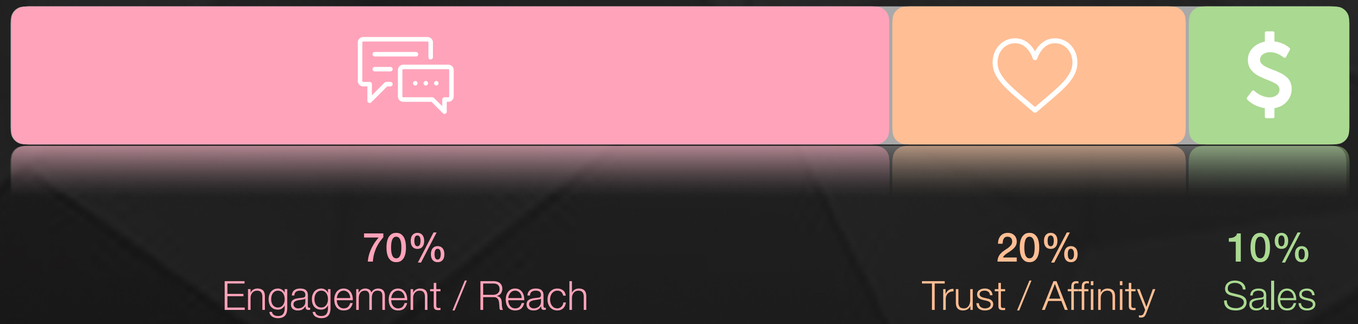
@account

@ _ _ _ _ _

@ _ _ _ _ _

Don’t just look for content that has the most engagement

Look for content that you think is building **trust** and **affinity** or that are shown to create sales



Learning the Mike Austin Swing

the ball

the club

the swing

Learning what **content** succeeds

good music

motivating / fast paced

hook